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62-71

Kellogg's

GREAT CROPS OF

Strawberries

and Other Fruits

1944



Keep 'Em Smiling

Buy War Bonds

Happy smiles thrive only under democratic self-government. They vanish under tyrants. Buy U. S. War Bonds to protect your homes, your children, and your freedom.

Not only will War Bonds help beat tyranny, but every bond you buy builds you a future. Buy one a month, and ten years from now they will start paying you back a steady monthly income equal to their face value. They can be cashed earlier at lesser figures, but always they are worth as much as you paid for them or more. Go to your Bank or Post Office, and ask for full details.



R. M. KELLOGG COMPANY, Three Rivers, Michigan



Umm!

Blue-Berries

Now Blueberries can be grown on dry land. New cultural methods with mulching in place of water make growing easy. See paragraph headed "Easy to Grow" below.

Now you can grow them at home **on high land** for **Pleasure** or for **Profit**

PRICES

3 plants for \$5.30
6 plants for 10.40
12 plants for 20.60

We send you three varieties properly mated. We do not accept orders any other way, as we want to be sure the plants are mated for best fruiting. Plant them in close proximity—about 5 to 7 feet apart will do.

NOTE THE SIZE of the cultivated Blueberries in the picture at the left. Very often the berries do get that large. The picture is not exaggerated. It only shows what can be done with this newest of tamed fruits.

Here is a new money-maker for small-fruit growers—a new delight for home gardeners. Cultivated Blueberries satisfy the ever-changing tastes of customers. They will quickly buy the beautiful, delicious and extra large, cultivated berries at good prices.

Here are the advantages of Cultivated Blueberries:

- (1) Berries juicy, mild, and delicious. Small seeds.
- (2) Berries large. 2 to 3 times larger than wild varieties.
- (3) Last a lifetime. This makes them very economical.
- (4) Bring high prices. 40c to 60c per quart.
- (5) Large profitable crops. Berries produced in large clusters. Four-year plants usually yield around 800 to 1,000 quarts per acre; older plants, more. Fruit ripens over several weeks.
- (6) Fine for the health.

- (7) Ship well. Solid and firm.
- (8) Excellent quality. Much better than wild fruit.
- (9) Easy to grow. Set them 5 to 7 feet apart. Moist soil OK; but, with mulching; can be grown on land of most any type; wet soil not absolutely essential. Also see that soil is acid. Peat Moss will supply the acid—about 1/3 bushel to 2/3 of soil mixed in the hole before setting, around roots. Other acidifiers; oak leaves, woodland soil, aluminum sulphate.
- (10) Easy to pick. Grow upright—no sprawling.
- (11) Fine for home gardens.

WE SUPPLY ONLY 3-YEAR PLANTS. Our 3-year plants fruit 1 year after planting. Really they are 4-year plants as they have had 3 years in the nursery, and one in the cultivating bed. Plants come to you pruned ready for planting.

Blueberries are Beautiful as a lawn shrub..and they fruit

Blueberries can be planted with beautiful ornamental effect. They grow up to six or eight feet tall, and have dark green glossy foliage which turns to brilliant shades of red and crimson in the fall. The blooms are bell-shaped and pinkish white. Berries produced in beautiful clusters. See prices on page at left.



Blueberry Blossoms

HURRY YOUR ORDER. You should be one of the first to have Cultivated Blueberries, therefore we urge you to hurry your order and have plants reserved—no extra charge for reserving plants—just send one-third of remittance with order. You can specify approximate shipping date. We have only a limited supply, so this is important.

Cherry Trees

Plant Cherry trees in good, well-drained soil, 18 to 22 feet apart. Plant Strawberries between the rows for early profits.

Umm! Pies, preserves, and other goodies. Let's have cherries.

Sweet Varieties

Black Tartarian. Large, rich, black, sweet. June.

Schmidt's Bigarreau. Large, black, dark flesh. July.

Royal Anne. Large, pale, yellow. Red cheeks. Firm flesh. July.

Windsor. Large, dark red. Late July.

PRICES: All Sweet Cherry trees, 7/16 in. caliper.

1 for \$1.62	12 for \$ 16.17
2 for 2.99	25 for 32.24
3 for 4.36	50 for 63.00
6 for 8.47	100 for 125.00



Sweet Cherries

Sour Varieties

Montmorency. Large, red fruit. Fine for canning or table. Sure bearer. Late June.

Early Richmond. Fruit medium size, red, juicy. Tree bears young. June.

PRICES: All Sour Cherries, 7/16 in. caliper.

1 for \$1.32	12 for \$12.54
2 for 2.39	25 for 24.75
3 for 3.46	50 for 48.00
6 for 6.67	100 for 95.00



Sour Cherries

R. M. KELLOGG CO., Three Rivers, Mich.

Kellogg's Boysenberry

Combined flavor of Raspberry, Blackberry and Loganberry—a new money-maker—grows on a trellis.

The B

*Combined
Flavor
of*

**Raspberry
Blackberry
Loganberry**

A New

**Table
Delight
and
Money-
Maker**

PRICES

Regular
Boysenberry
6 for \$0.61
12 for 1.08
25 for 2.00
50 for 3.75

Umm! Doesn't it sound delicious! This new berry takes the dullness and monotony out of life by giving us a new taste thrill. In it are combined all the delights of Raspberries and Loganberries, plus the spicy snap of Blackberries. Here is a new opportunity for you to improve your garden, and make some money, too. No new fruit of recent years has created the sensation that Boysenberry has created. Its many advantages are listed in detail at the right of the picture. Umm! It's good!

Grows on Trellis—Easy to Pick

Boysenberries are as easy to manage as grapes; much easier to pick because of this convenient habit of growth, and because of very long fruit spurs; berries stand well away from vines. Also, the large fruit makes quicker fill-up of the box. Only a fraction as many Boysenberries are needed to fill a box. Trellis should be 4 to 5 feet high.

Cultural Note: Plant Boysenberries at least 5 to 7 feet apart, 8 to 10 feet for commercial planting. Train new growth both ways. For winter, mulch with straw or coarse stable manure. Ordinary sandy loam is best; good drainage.

Great New Boysen-Berry

(1) **New!** People are always looking for new taste sensations—no glutted markets—good prices.

(2) **Huge Size!** About 2 x 1 inches.

(3) **New Rich Flavor!** Combined flavor of Raspberry, Blackberry and Loganberry.

(4) **Fruit one year after planting.**

(5) **Hardy!** Our strain requires little winter protection.

(6) **Healthy!** Hardly subject to disease—a most important point.

(7) **Utility!** Pies, canning, shortcake, cordial, or fresh from the vine.

(8) **No Hard Seeds!** Such seeds as Boysenberries have are soft; do not get in the teeth. Practically speaking, Boysenberry has no seeds.

(9) **Succeeds in Varied Climates!** Try it anywhere, we bet it succeeds.

Now Too! Thornless Boysenberry

Ripens about three weeks earlier than the regular variety. Cultural directions are the same, and, except for being somewhat smaller than the regular Boysenberry, the thornless variety has all the advantages plus thornlessness. Flavor has more of a tang than the regular variety.

PRICES, Thornless Boysenberry:

3 for ..\$0.58	25 for ..\$4.10
6 for .. 1.10	50 for .. 8.00
12 for .. 2.10	100 for ..15.75

CULTURAL NOTE

Plant Plum trees 18 to 20 feet apart in any good, ordinary soil.



Kellogg's PLUM TREES

Six Leading Varieties of Plums:

SUPERIOR. A new variety of very large, firm, beautiful red; delicious in flavor. Peels easily, just like a peach. Very hardy. Strong and healthy. Very good market variety. Rich yellow.

BURBANK. Very hardy; bears early. Fruit large, red. Late August.

FELLENBERG. (Italian.) Good sized purple. Good canner; ideal for drying. September.

GREEN GAGE. Always a favorite, either for canning or table. High sugar content. September.

LOMBARD. Medium size, red, market variety. Productive.

STANLEY PRUNE. Fine for cooking, fine for eating fresh. The fruit is large and dark blue; flesh greenish yellow, juicy, tender, firm, sweet; freestone; mid-season.

PRICES, All Plum Trees:

Finely branched, 7/16 to 9/16 in. caliper.

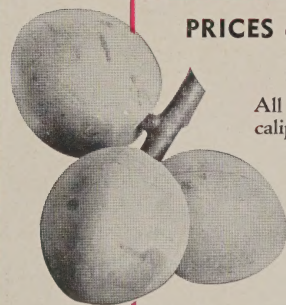
1 for\$1.32	12 for ..\$12.54
2 for 2.39	25 for .. 24.25
3 for 3.46	50 for .. 48.00
6 for 6.67	100 for .. 95.00

PRICES of Quince and Apricot

PRICES:

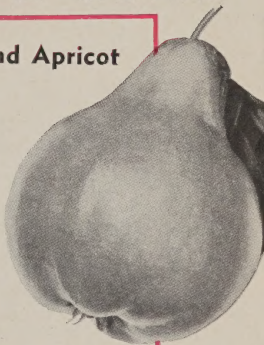
All trees 7/16 in. caliper or larger.

1 for ..\$1.56
2 for .. 2.70
3 for .. 3.84
6 for .. 7.26
12 for ..13.16
25 for ..25.00



APRICOT

Hardy in North. Delicious and easy to grow. Very profitable on the market. Grown same as Plums, but need a northern exposure, which makes it bloom late, avoiding any late frosts.



QUINCE

Every home owner should have a Quince tree in his back yard for jellies, preserves, quince honey and other uses. Also fine profit maker. Trees are extra hardy.

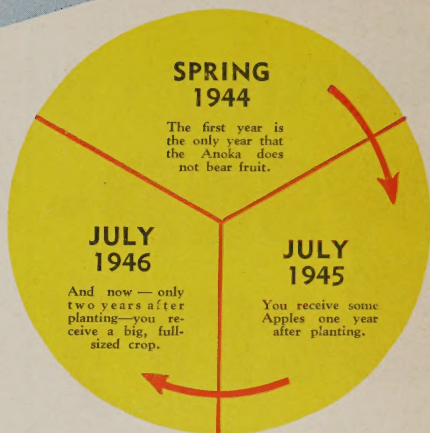
Early Apple ANOKA

Eight Big Crops of Apples at only ten years old is the wonderful record Anoka has made.

Fruit better than such varieties as Duchess—a fine early summer eating Apple. Apples good size, well formed, beautifully colored, well flavored. Beautiful, upright grower.

One year after planting you will receive enough Apples for eating purposes, and in two years, you will receive your first large, full-sized crop. What other Apple will duplicate this performance?

Anoka bears in **July and August**—the earliest fruiting Apple known. Apple pie, Apple dumplings, and cool, sweet eating Apples right in midsummer.



Prolific Fruiter. Professor Hansen, head of the Department of Horticulture, State College, South Dakota, says: "Anoka is a heavy annual bearer under ordinary circumstances. It bears after one year in the nursery. John Robertson, orchardist, of Hot Springs, South Dakota, sent me a photograph of his Anoka Apple tree, 7 feet high, bearing 2 bushels of Apples."

Try Anoka—see what it will do—then order commercially when it proves its value. That is wise practice with any new fruit. Learn the worth of all new things by your own trials.

ANOKA PRICES:

2-year trees, 7/16 in. caliper or over.

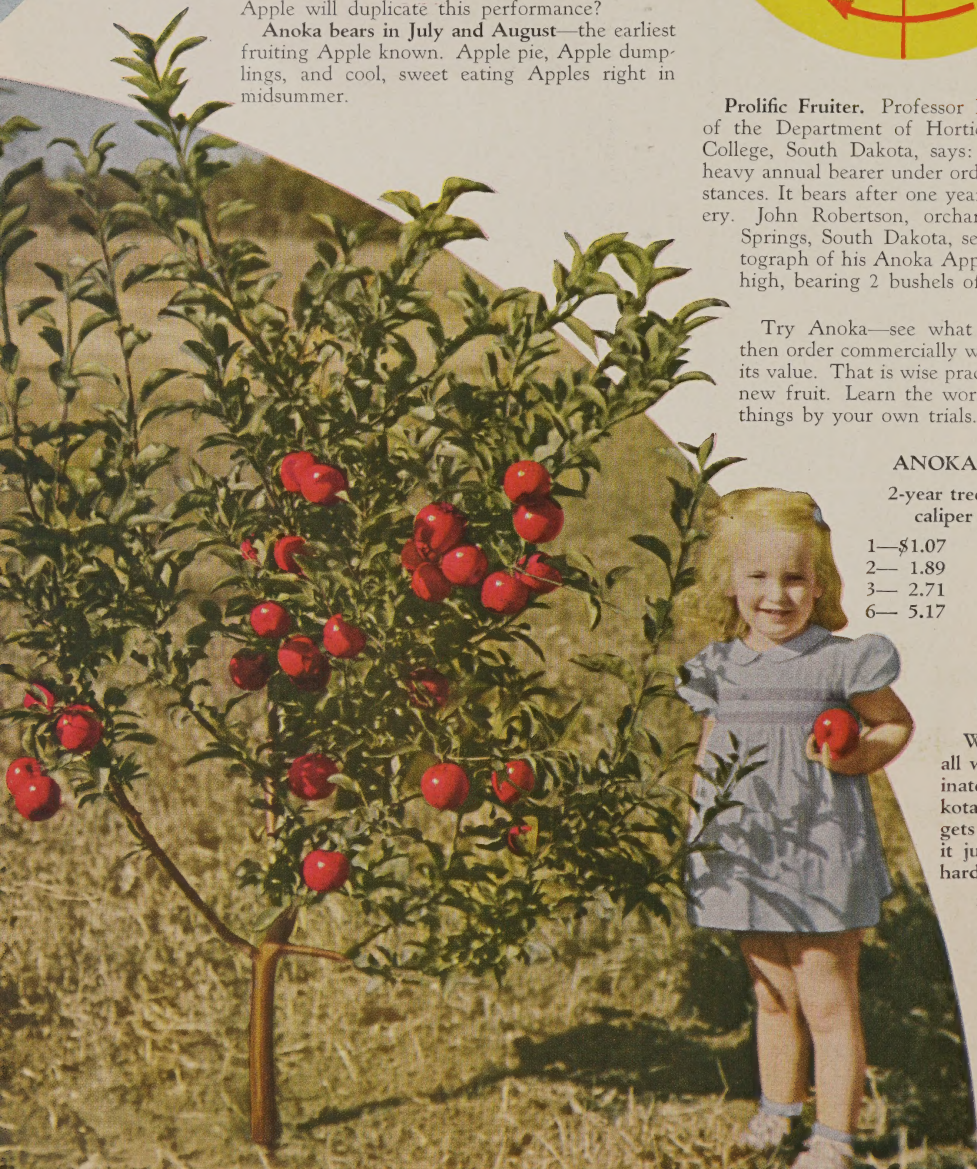
1—\$1.07	12—\$ 9.54
2— 1.89	25— 18.50
3— 2.71	50— 35.50
6— 5.17	100— 70.00

HARDY

Will survive all winters. Originated in the Dakotas where it gets really cold; it just has to be hardy.

Keep 'Em Smiling.

Buy U. S. War Bonds.



Kellogg's

APPLE TREES

We offer only first-class, rigidly inspected trees, true-to-name, and especially bred for hardiness and productiveness.

THE KIND THAT ARE FRUITFUL

Standard Apple Trees

All Kellogg Apple trees are first class, rigidly inspected trees, true to name and especially selected for hardiness and productiveness. Plant 32 to 40 feet apart.

DARK RED DELICIOUS. Deep rich red; juicy and good. Plant Dark Red Delicious for extra profit. Sturdy.

DARK RED JONATHAN. Prolific. Bears while real young. November.

DARK RED NORTHERN SPY. Genuine Northern Spy of vivid red. Good keeper; shipper.

HYSLOP CRAB. Large. All-over red. August.

McINTOSH RED. Large crimson fruit, slightly acid. Good keeper and shipper. October.

RHODE ISLAND GREENING. Cook it, keep it, eat it raw. Good until the ground begins to thaw. Large, greenish yellow. Abundant yielder. December-April. Keeps best if picked early.

STAYMAN'S WINESAP. Bright red eater, cooker. Extra large fruit; lots of it. Store it—it keeps—winter. Smells good, looks good, is good.

WEALTHY. August and September. Fruit medium size, pale yellow color, some red stripes. Fine quality.

YELLOW DELICIOUS. A taste that's mild and sweet. A shape that's plump and neat. Color golden yellow. Productive. Good cooker. Bears young. November-December.

YELLOW TRANSPARENT. Very early. Large yellow, white flesh. July.

For Quick Profits from Apples

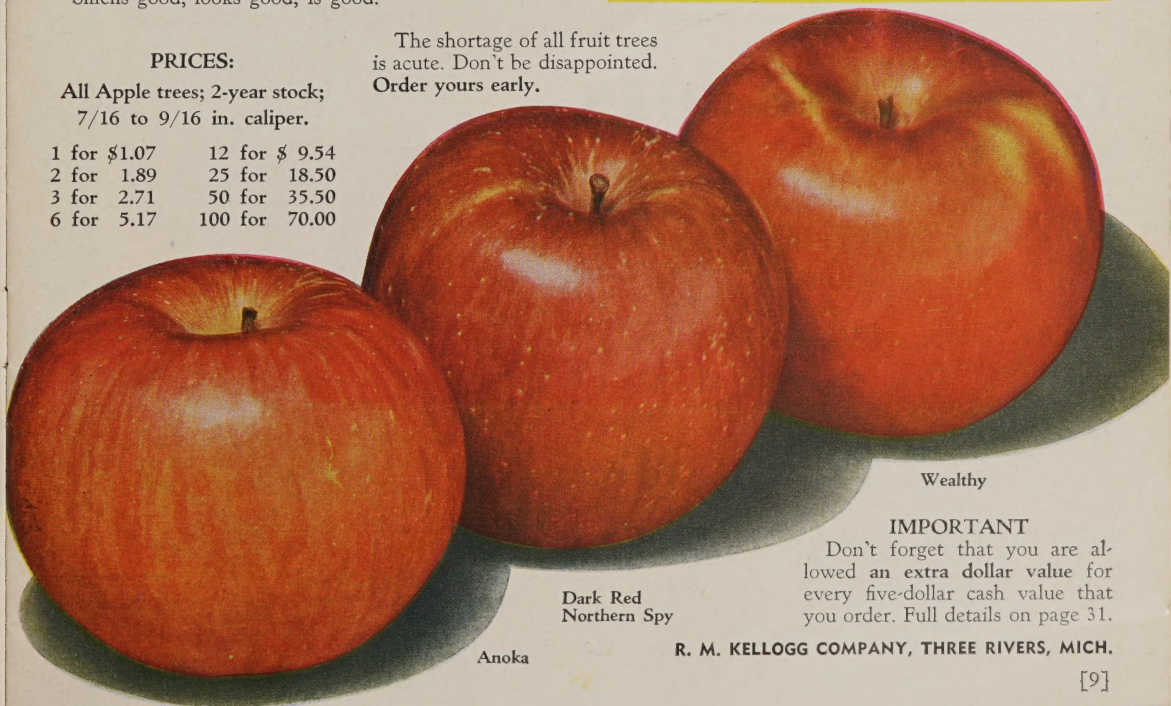
Plant strawberry plants between your rows of Apple trees in a new orchard. Strawberries will make money while you are waiting for the trees to come into bearing. About three rows of strawberries can be planted between each two rows of Apples.

PRICES:

All Apple trees; 2-year stock;
7/16 to 9/16 in. caliper.

1 for \$1.07	12 for \$ 9.54
2 for 1.89	25 for 18.50
3 for 2.71	50 for 35.50
6 for 5.17	100 for 70.00

The shortage of all fruit trees is acute. Don't be disappointed. Order yours early.



Wealthy

Dark Red
Northern Spy

Anoka

IMPORTANT

Don't forget that you are allowed an extra dollar value for every five-dollar cash value that you order. Full details on page 31.

R. M. KELLOGG COMPANY, THREE RIVERS, MICH.

Hale-Haven

EARLY PEACH

How good that first home-grown Peach of the season tastes, if it's a good variety! Here is one that is large, firm fleshed; beautiful golden yellow inside; thick-meated, and **DELICIOUS**. Let's say that again—Delicious.

A cross between J. H. Hale and South Haven, how could it be otherwise? It is the champion from two great champions.

PRICES

1-yr., 7/16" caliper:

1 for	\$0.92	12 for ..	\$ 7.74
2 for	1.59	25 for ..	14.75
3 for	2.26	50 for ..	28.00
6 for	4.27	100 for ..	55.00

Two Weeks Early!

Frost does not seem to bother it—heavy yielding—two weeks earlier than Elberta—a great money-maker. Fruit beautifully colored; beautifully shaped; flesh thick, wholesome, delicious. **PERFECT FREESTONE**. Often bears second year after planting.



OTHER PEACHES

FERTILE HALE. Plant Patent No. 175. Hale! Hale! A new and better Hale! Yes, a Fertile Hale! Buy it, plant it, and enjoy its large, beautiful freestone fruit. Flesh plump, yellow, and delicious. A little later than Elberta.

Prices: Same as Hale-Haven, above.

RED HAVEN. New Peaches are coming forward by leaps and bounds, and here's one that jumps way out in front! It's good! It's red! It's early—real early! It bears heavily. Makes money. Try it. **Prices:** 7/16 in. caliper, \$1.57 each; 2 for \$2.89; 4 for \$5.50.

CHAMPION. Best early white-fleshed freestone. Rich and juicy. Highly colored cheek. August.

EARLY CRAWFORD. Magnificent large, yellow freestone. Delicious. Fine canner. Early September.

ELBERTA. Large, oval-shaped, yellow freestone. Red cheek. Prolific, hardy. Mid-September.

Plant strawberries in your new orchard for quick profit. See p. 9.

J. H. HALE. Flesh yellow and sweet. Good canner and shipper. Largest freestone. Early September.

SOUTH HAVEN. Fine flavor. Flesh yellow, sweet. Showy exterior. Early. Freestone. September 1st.

PRICES:

All Peach Trees Except Red-Haven.

1-yr., 7/16 in. caliper.	
1—\$0.92	12—\$ 7.74
2— 1.59	25— 14.75
3— 2.26	50— 28.00
6— 4.27	100— 55.00

Important Cultural Note: Plant Peaches 18 to 20 feet apart in ordinary well drained sandy loam soil.

COPE'S

Plant Pear trees 18 to 20 feet apart. Ordinary soil will do, but clay loam is best.

Seedless Pear

Try The New Things

They may be the money-makers of tomorrow. You who try them now will know, and can then plant extensively with confidence. It is good business.



All Pears, 2-year, 7/16 to 9/16" diameter, 2 1/2 to 3 feet — well branched.

Most good Pears melt in your mouth—and then leave a handful of seeds. This new Pear just melts in your mouth. Yes, it is delicious, and no seeds or core. What an improvement in eating.

In flavor, size, shape and color, Cope's Seedless Pear is very similar to Bartlett—just does not have seeds or core. And—it is remarkably free from blight.

Starts producing in three years, and usually gives full crop in five years. Ripe ten days after Bartlett, when good Pears are scarce, hence brings good prices, and will be a delight on the table.

PRICES: Well branched trees, 1 for \$2.42; 2 for \$4.43; 3 for \$6.44; 6 for \$12.48; 12 for \$23.67; 25 for \$48.00.

OTHER PEARS

PRICES:

(All Pears except Seedless).

1 for	\$ 1.32
2 for	2.39
3 for	3.46
6 for	6.67
12 for	12.54
25 for	24.75
50 for	48.00
100 for	95.00

BARTLETT. Large, juicy, rich flavored. Strong grower; prolific bearer. September.

CLAPP'S FAVORITE. Very large and handsome. Yellow with red cheek. Best of the large earlies. Bears August.

KIEFFER. Large yellow; noted for keeping. Fast grower; bears young. October-November.

SECKEL. Small, light russet; red cheek. Very sweet and fine. Much used for pickling. October.



It will be a long time before any berry can completely replace Blackberries.

Blackberries

Nothing is more delicious than Blackberries and cream, or a wonderful Blackberry pie. Order Kellogg's for profit and delight.

Alfred Blackberries

Alfred will really tempt you, and make money. The beautiful, glossy black berries measure 1 by 1 1/2 inches, and are almost free from seeds or core. The best of all Blackberries for fresh eating; you will come back for more. Fine for pies and jams. Order Kellogg's fast growing, healthy, quick yielding plants. Hardy!

Eldorado Blackberries

While we advise you to have the newer Alfred, we also advise Eldorado, the strong, hardy grower, and heavy producer of big, sweet, delicious berries. Seldom injured by frost. Berries in large, beautiful clusters. Bring top prices.

PRICES, Alfred and Eldorado:
1-Year Plants.

12 for	\$1.22	100 for	\$ 8.00
25 for	2.30	300 for	23.20
50 for	4.20	500 for	38.40
75 for	6.10	1000 for	75.00

All plants, choice first grade.



Order Early

Good Black Raspberry plants are scarcer than ever this year. Order early. We will reserve the

plants for you until shipping time.

Cultural Note: Plant raspberries 4 to 6 feet apart; rows 5 to 7 feet apart; good soil, full sun.

Kellogg's

Black Raspberries

Logan. Earliest of Blacks. Ripen a week ahead of Cumberland. Berries firm and solid—no crumbling—large, glossy, purplish black. Rich, spicy flavor. Sturdy grower, heavy yielder.

Cumberland Black Raspberry. The best midseason black. Hardy, fruitful, strong, tall grower. Large, delicious berries. Easily grown.

PRICES—Logan and Cumberland. 1-year plants.

12 for \$1.10	75 for \$ 5.34	300 for \$20.20
25 for 2.04	100 for 7.00	500 for 33.40
50 for 3.70	200 for 13.60	1000 for 65.00



Kellogg's

"What is so rare as a day in June." Yes, but Gem also bears when the FROST is on the "punkin".



Kellogg's

Red Raspberries

PRICES
All Red Raspberries

12 for \$ 1.10
25 for 2.04
50 for 3.70
75 for 5.34
100 for 7.00
300 for 20.20
500 for 33.40
1000 for 65.00

St. Regis Everbearing. Bears fall and summer. Strong grower, heavy producer. Hardy in all climates. Berries medium large, bright red, delicious.

Chief. Earliest red. Hardy, healthy, heavy yielder, deep red fruit. Large, good shipper.

Latham. The Late Red. Berries nearly 1 inch, deep red, not crumbly, delicious. Bears heavily. Hardy. Fruits for years.

Everbearing

Gem is the everbearing variety that competes in June with standard June varieties, and in addition fruits in the fall. Gem is the money-making everbearer. Its berries are solid and carry well to market. They are well-shaped, well-colored, and deliciously flavored. Plants: healthy, vigorous, drought resistant, productive. Grow in narrow rows for best results. Does not require mating. **Prices below.**



Cultural Note: Everbearers, because they make few runners, can be planted closely. Many make the rows 30 inches apart and plants 15 inches apart in the row; thus your plants occupy less ground, and are easier to manage. Keep all blossoms off until the first of July the first year.

GEM PRICES

25 for	\$0.72	200 for	\$ 3.78
50 for	1.18	300 for	5.37
75 for	1.66	500 for	8.54
100 for	2.15	1000 for	16.50

It's a Good Money-Maker

In these days of labor shortage, it is important to prolong your work and marketing season, and Gem is the variety that will do it for you. It produces a fine crop of money-making berries in the fall—berries that will sell well at fancy prices—and then again in the spring. More and more, Gem is being planted for profit.

"The everbearing Gem can't be beat. I picked 171 quarts the first year and 260 quarts the second off of 200 plants in spite of drought."—Harry Bishop, Indiana.

That's a total of ~~\$~~31 quarts from only 200 plants.

Taylor. Red. Bright, attractive, medium red, conical berries. Thick flesh, small cavities, firm. Plants vigorous and productive, canes sturdy.

Indian Summer. Everbearing. Summer and autumn crop. Fine, large, delicious, medium red berries. September until frost. Very hardy.

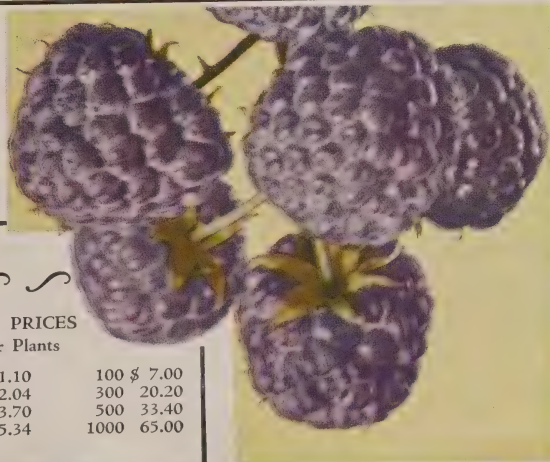
Sodus Purple

Try this delicious new raspberry. The new color attracts buyers; makes it profitable. Berries large, firm, attractive. Much finer than other purples. Do not crumble. Plants vigorous, hardy, productive—healthy. Appetizing flavor.

SODUS PRICES

1-Year Plants

12	\$1.10	100	\$ 7.00
25	2.04	300	20.20
50	3.70	500	33.40
75	5.34	1000	65.00



Strawberries That Have

Now, more than ever, it is important that you have a strawberry garden. Transportation is restricted, and shipped-in berries are scarce. Home-grown berries are better anyway—always were!

Cultural Note. Plant strawberries in rows 3 feet apart, and space them 2 feet apart in the row. Avoid lime; ordinary moisture requirements; plant in full sun.

**Keep 'Em
Smiling
Buy U. S.
War Bonds**

Some varieties of Strawberries may come and some may go, but these go on forever. Here are varieties that have been favorites with grower and user for many

DORSETT

(Bi-Sexual—Does not require mating.) A big solid beauty that is one of the very best money-makers—profits up to \$1,000.00 per acre.

Extra early, but immune to frost, drought, and excessive rain. Fruits extra early to late. Berries keep, ship and hold color well. Deliciously sweet, fine canner. Prices below.

FAIRFAX

(Bi-Sexual—Does not require mating.) Just as good as Dorsett but slightly later—resistant to frost and disease—succeeds anywhere. Berries are deep red clear through, firm and solid, and bring high prices on any market—will attract the customers away from the cheap shipped-in berries. Prices below.

Kellogg's

For proper fruiting of Big Late, plant in alternate rows with Beauty, or Blakemore.

BIG LATE

Smart growers like lateness as well as earliness. They plant Kellogg's Big Late, cashing in handsomely because late berries sell at high prices.

One customer writes: "More than \$1,200.00 from one-half acre."

Big Late berries are borne on tall, strong, upright fruiting stalks, well above the sand and dirt, where they keep clean for your customers! They are sweet and delicious; healthy and vigorous. Big Late grows well under any system, but prefers narrow rows.

"Big Late outshines them all. I couldn't say enough for that strawberry so I'll just say it's ideal for all growers."—L. F. McKee, Ohio.

PRICES

Dorsett, Fairfax, and Big Late	
25 for \$	0.50
50 for	.80
100 for	1.40
200 for	2.40
300 for	3.35
500 for	5.25
1000 for	10.00

Kellogg's
Big Late

Attained Leadership

years. They make money. They satisfy the appetite. You cannot go wrong when you order them.

Kellogg's

Beauty

Be wise and take all the profit you can. You will be smart to have the best early variety and the best late variety, but you should have the best mid-season. That is when Kellogg's Beauty fills in with its big luscious beauties. By then maybe you'll think you've had enough strawberries, but one look at Kellogg's Beauty and funny things happen to your appetite; you're off again, eating strawberries by the dishful.

Beauty keeps well, sells well, looks well, grows well—makes money for you. Berries big, sparkling, and delicious, beautiful bright red in color. Solid, firm, good shipper. Prices below.

25 for \$0.50
50 for .80
100 for 1.40
200 for 2.40
300 for 3.35
500 for 5.25
1000 for 10.00

Cultural Note: Plant Strawberries in rows 3 feet apart, and space them 2 feet apart in the row. Avoid lime; ordinary moisture requirements; plant in full sun.

Kellogg's Beauty is a bisexual—will fruit alone—or, an excellent mate for Kellogg's Big Late.

Kellogg's Beauty

**EXTRA
VALUE**
See page
31.

Strawberry Bargains

These varieties give big value for your money. They are priced lower than the others only because they are easier for us to grow. They are also easy for you.

SENATOR DUNLAP. This variety grows itself, mates itself, and produces loads of large, beautiful berries. Berries are fine fresh from the vine, and especially fine for canning; housewives and canning factories both find them ideal. A good shipper. Grow in narrow rows for best results. Midseason. June-bearing, bisexual.

BLAKEMORE. A big, hardy, strong grower; produces big crops of large, round, sparkling, solid berries. Solid red from surface to center. Exceedingly beautiful. Excellent for home garden or for market. Growing more popular every year. Grow in narrow rows for best results; does not require mating.

CATSKILL. The extra large size of the berries is the feature of Catskill; really huge. Color is brilliant red with bright green calyx—very showy—excellent seller. Plants vigorous and exceedingly productive. Grow in narrow rows for best results; does not require mating.

PRICES

**Senator Dunlap,
Blakemore,
Catskill.**

25 for \$0.47
50 for .75
75 for 1.02
100 for 1.30
200 for 2.20
300 for 3.05
400 for 3.90
500 for 4.75
1000 for 9.00

Kellogg's PREMIER

The Best of them All

We once went through our testimonial letters and found that over two-thirds of them referred to Kellogg's Premier. A few are printed below.

Put Yourself in These Shoes

Here are only a few of our Premier letters. Good, aren't they?

"My search for a better strawberry ended when I found Kellogg's Premier. I gave several other plants a complete, careful test. Premier stood up under all kinds of weather punishment. I receive in Kellogg's Premier plants what I paid for in others but never received.

"Many, many thanks for this extra money received through your help, for it was these extra fine plants that turned loss into profits.

"Again let me say, Premier plants first, last, always," —Albert G. Johnson, Nebr.

"Since 1932 I have bought about sixteen varieties of strawberries from you. Of all of these, your Premier is the best berry. It is an early ripener, good size, good quality and bears abundantly. Premier gives us about a thousand quarts to a thousand plants, average over a period of years."

—J. C. Kammert, Vermont

"We had a wonderful crop of Premier strawberries. We purchased 500 plants in spring of '41. Sorry to say a drought caught us and we lost about 140 plants and out of 300 plants we picked 610 quarts of the finest berries we ever saw. We are going to double the size of our patch."

G. C. Harshman, Pennsylvania

"Kellogg's Premier plants bring me more money than any other kind I have tried. It sure pays anybody to get Kellogg's plants if they want a real crop of strawberries."

Charles E. Henry, Missouri

"Premier stands up to every one of the twelve points listed in your catalogue."

W. F. Hirsch, Kansas



If you should tell us that you wanted to plant only one Strawberry variety and should ask us what variety to plant, we would unhesitatingly say, "By all means plant Kellogg's Premier." We have more testimonials on the profit made from Kellogg's Premier than any other variety. Hitch your wagon to Kellogg's Premier's star, and it will show you the way to bigger profits and complete satisfaction.

Kellogg's Premier is without a doubt the best Strawberry ever known. We introduced it in 1913, and since then it has spread like wildfire to every part of the United States and Canada, and many parts of the world where Strawberries are grown. Now by far the largest selling Strawberry variety.

PREMIER — The Twelve Point Variety

Kellogg's Premier has more good points than any other variety. Its twelve good points are listed in detail below.

Here Are the Twelve Points

- (1) **Extra Early.** No worth-while variety fruits earlier. High prices—more profit.
- (2) **Resists Frost.** Very essential with an early variety. Frost hardly touches Kellogg's Premier.
- (3) **Fruits Long.** Nearly as late as most other varieties. Berries hold up well throughout the season.
- (4) **Extra Large.** Size attracts attention, buyers, big profits.
- (5) **Well Shaped.** See picture.
- (6) **Solid.** One of the best market varieties. Ships well for long distances.
- (7) **Healthy.** Seldom touched by disease. Foliage is tough, dark green, glistering and leathery.
- (8) **Beautifully Colored.** Red clear through. Buyer's delight.
- (9) **Best for Preserving.** Retains shape and color.
- (10) **Easy to Grow.** Withstands drought, excess moisture, does well under all conditions.
- (11) **Bi-Sexual.** Does not require mating.
- (12) **Delicious.** A fine table berry. Makes customers come back again and again—profit for you.

PRICES

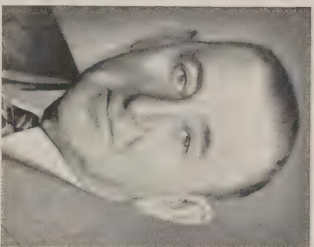
Kellogg's Premier

25 plants	\$0.51
50 plants82
75 plants	1.14
100 plants	1.45
200 plants	2.50
300 plants	3.50
400 plants	4.50
500 plants	5.50
1000 plants	10.50

6000 Plants Bring \$1000

"I have had good luck with Premier this past season. I sold over \$1,000 of Premier berries. I purchased 6,000 plants from you. Average price received was 12½¢ per quart, and had 335 crates. From now on I will set out only Premier plants."

—James R. Fausett.



\$1,000 from one acre.—James R. Fausett, of Indiana (picture above) made a real profit from 6,000 plants. Read his letter above.

R. M. KELLOGG CO.
Three Rivers, Michigan



Kellogg's

Money Maker Quarter Acre!

Keep 'Em
Smiling — Buy
War Bonds



Growing Straw-
berries for profit
is really easy.
Many find it a
healthful recrea-
tion.



Now, again, women are proving their ability to "take over" while the men are away. During the first World War they proved they could make money with straw-berries, and they are proving it again.

This selection of plants is the **ideal start** for you in the small fruit growing business—just right for **one-man care, in spare time**. And, it provides **health-building recreation** at the same time that it is making you money. What could be finer?

Don't doubt the money-making possibilities of Strawberries now. They will sell fast at good prices. Remember, **transportation is being restricted**, and there will be very little competition from shipped-in berries. And remember that Kellogg plants are the ones that **really make money**.

Kellogg's Money-Maker Quarter Acre is made up of our best varieties, and fruits from early to late. Order now, and get a good start in a money-making recreation.

500 Kellogg's Premier (early)	\$ 5.50
500 Fairfax (midseason) ..	5.25
500 Blakemore (midseason) ..	4.75
500 Big Late (late)	5.25

Total Value\$20.75

Special Price Only .. 15.75

Our Biggest Bargain—

You Save 5.00

Try It! You'll Like It!

MANY LARGE FANCY BERRIES

"The strawberry plants we bought from you did extra well. The Premier did the best. I have never seen plants bear so many large, fancy berries. We had 12 rows 150 feet long that bore 1300 quarts."

—N. C., Adkins, Mich.

**Special
Price**

Only \$15⁷⁵

YOU SAVE

\$5⁰⁰

Keep 'Em Smiling

**Buy U. S. War Bonds.
That's the Best Way.**

Join the Money-Makers

Extra care, careful selection of mother plants and extra money spent by Kellogg's in the nursery does produce more productive Strawberry plants. The experience of Kellogg customers proves it. Here are only a few letters out of the many hundreds that we have in our files.

BEST IN 20 YEARS

"I have been in my present location for twenty-five years, and in that time I have set out an average of one hundred strawberry plants, twenty out of the twenty-five years I've been here, and have got my plants from Arkansas to Michigan. Probably a dozen different plant growers. I found your Premier strawberry the best for this country and your plants were the best that I ever received. Well rooted and 98% of them lived."

—T. Lea Cairns, Kansas

"I have tried many different kinds of berries but Premiers are the best. Two years ago I set 2000 plants, the following year I picked 2000 quarts."

—August Schultz, Michigan

"Kellogg plants are fine. I bought 600 and sold 500 quarts, mostly at 25c."

—Preston W. Buffington, Rhode Island

"Kellogg's plants are the best plants that can be bought. In the spring of 1941 I bought Dunlaps and Premiers and you made me a gift of Blakemores."

"I find that the Premiers are the sweetest but for this part of the U. S. the Dunlaps and Blakemores are the most suitable, but all three varieties made me plenty of money."

"I am very well pleased with the plants and expect to make even more from them next year than I did this year and this year's profit being very good."

"Even in the face of the sugar shortage I turned away so many orders for cases that I could not count them."

—G. C. Fritch, Iowa

100 PLANTS — 125 QUARTS

"Two years ago I purchased 100 of your strawberry plants, this year I picked 125 quarts of the finest berries anyone in this neighborhood ever saw, what I did not use I gave to my friends. Any number of people told me to name my price if I would only sell them the berries. I cannot say enough for your plants and you can expect orders from this neighborhood in the spring."

—E. M. Merfeld, Illinois



Gardening is

Thousands of people, both men and women, are finding that **gardening is fun**. They are gaining in health and happiness. They are becoming better citizens. They are finding that going back to the soil is a highly satisfactory experience. Why don't you garden, too?

Not only will you enjoy the friendly labor of gardening, but you gain in the quality of foodstuffs that you put on your table. Vegetables fresh from your own garden are

Keep
'Em
Smiling
Buy U. S.
War Bonds



Women are finding gardening a healthful, pleasant pastime, profitable, too.

Giant Victoria Rhubarb

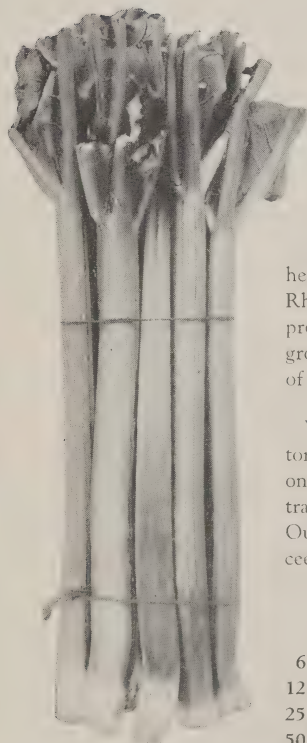
Few vegetables are as healthful and appetizing as Rhubarb, and few are more profitable. Very easy to grow—practically takes care of itself once it is established.

We offer the Giant Victoria red variety that everyone likes so well. Stalks extra large, roots extra strong. Our prices this year are exceedingly low.

PRICES

Victoria Rhubarb:

6 for \$0.80	75 for \$5.60
12 for 1.26	100 for 7.20
25 for 2.26	500 for 31.73
50 for 4.00	1000 for 61.33



It is not very often that a new opportunity for profit is offered to growers. When such an opportunity does occur, it is real news!

Save

Time is money. Are you saving money?

New Paradise Asparagus

Huge Crisp Stalks

This sensational new variety produces stalks that are large, crisp and tender, with exceptionally fine flavor. **Only six or eight stalks required to the pound.** One-year-old plants have shown stems as large and stalky as ordinary two- or three-year-old Asparagus.

Long Lasting

Paradise Asparagus not only starts production earlier than other varieties, but continues year after year, bearing larger crops all the time. Some growers say it produces twice the crop that ordinary Asparagus does.

You Will Make More

The new Paradise Asparagus is of particular interest because of its great profit making possibilities.

This better Asparagus grows a larger crop a full year earlier, and continues with heavier crops year after year.

THAT MEANS returns one year sooner, and larger returns each year after that. **IT MEANS** that the land is not tied up without income during the extra year required to bring ordinary Asparagus to a profitable crop. **IT MEANS** more profit in less time.

Fun. Why Don't You Garden?

better than store vegetables, if only for their freshness, but besides that there is the satisfaction of eating things of your own growing. The fun of growing joins hands with the pleasure of eating, and some way or other the final pleasure is more than double either one alone.

And, don't forget that extra appetite you will have. Your health will improve as you garden, and with

improved health will come that lusty youthful appetite that makes everything taste so good—so very, very good.

Sunshine, fresh air, good appetite, sound sleep—none of these are rationed, and all are yours free when you garden. Even the fruits and vegetables are not rationed when you grow them yourself.

a Year

One Year Earlier

Paradise Asparagus set out in the spring grows rapidly, developing extra large plants, as shown in the photograph at the right, **that same year.** Actually produces **one year earlier** than any other variety. It is easy to understand why this fine new type is causing such a sensation.

Cultural Instructions

Plant Asparagus in a furrow 6 to 10 in. deep; space 20 to 24 in. apart. After plants are set, cover about 2 inches deep. As they grow, work more dirt on them until furrow is filled. Allow the plants to grow tall tons each summer and fall.



New Paradise Asparagus

Money

Greater Salability

Paradise Asparagus has an unusually pleasant flavor, and the stalks are huge and crisp. Here is a rare chance for growers to capitalize on a NEW item—a chance that offers greater profit possibilities from Asparagus than is possible with any other variety.

Three Rivers, Mich.

PRICES

Paradise Asparagus Strong, healthy, 1-year-old plants	
12 for\$0.56
25 for83
50 for1.36
100 for2.45
200 for4.34
300 for6.15
400 for7.98
500 for9.80
1000 for18.90

Kellogg's Garden Seeds

Now you can buy your vegetable garden seeds of Kellogg's, where you can be sure of high-quality, productive stock. On the following pages we list the varieties that we have for you. These have been carefully selected, and only the most practical and praiseworthy are offered. You can be sure that whatever seeds you order of Kellogg's will not only be good seeds, but good varieties.

String Beans

Pencil Pod Wax. Look good; are good. Pods, rich yellow; only slightly curved; 6 in. long; cylindrical, plump, flavorful; no strings; black seeded. Plant well branched, sturdy and erect; prolific. Easy to pick. Good for home garden; good for market. **PRICE: 10c per pkt.**

Stringless Kidney Wax. This is the goody goody bean. Plump, meaty, stringless. Straight, wide, brittle pods (about 6 in. long by 1/2 in. wide by 3/4 in. thick). Light yellow, tender, nutritious—"and no foolin'!" Good canner. The plant is strong, erect, healthy grower; about 1 1/2 to 2 ft. high. Seeds, white with dark brown eye; almost black, in fact. **PRICE: 10c per pkt.**

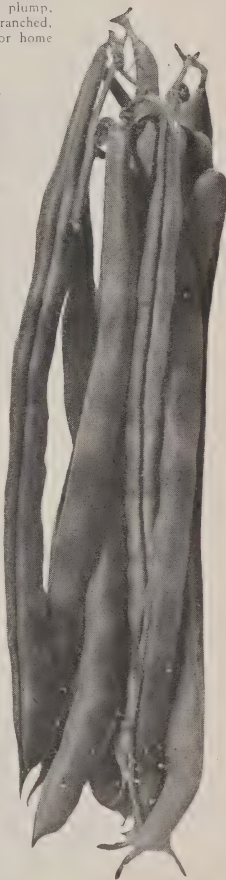
Top Notch Golden Wax. The early bean. Good, too, with tempting long, straight and flat golden yellow pods, about 5 1/2 in.—stringless, brittle, good; heavy bearer. Garden or market. Plants strong, compact, and erect; pods well above ground. Matures quickly, and does a good job fighting off bean rust. This point is especially good in wet seasons, when some other varieties are badly affected. A good market bean at all times. **PRICE: 10c per pkt.**

Bountiful. Green pods, 6 in. to 7 in. long; broad, flat and appetizing; without strings. Just as good as it looks. Grows anywhere. Hardy, sturdy and bountiful, over a long season. **PRICE: 10c per pkt.**

Giant Stringless Green Pod. 6 in. medium green pods; slightly curved; so good; plump, round, slender and—no strings. Light brown seeds. Plants vigorous, compact, and prolific for a long time. Good for canning, market, or gardens. Extra fine for market, because of tempting appearance. Bear heavily anywhere in the United States. **PRICE: 10c per pkt.**

Landreth's Stringless Green Pod. Very similar to the Giant Stringless Green Pod, but some claim it to be more vigorous, more productive. Keeps its color. Seed about the same as the Stringless Green Pod. **PRICE: 10c per pkt.**

Kentucky Wonder. This is the popular early pole bean. It climbs well, and produces many large green curved pods, 7 in. to 9 in. long, in clusters. Dependable. Pods thick, meaty, brittle, and tender. Stringless when young; strings inconsiderable later. Seeds light brown, appetizing. **PRICE: 10c per pkt.**



Lima Beans

Lima Beans are not only delicious but they are exceedingly nutritious. In these days of restricted meat sales, eat Lima Beans for nourishment.

Fordhook Bush Lima (Potato Lima). Very prolific strong erect plants. Pods 4 by 1 1/4 by 1/2 inches—3 to 4 fine plump seeds per pod. Both the green shell beans and dry beans are large and very plump. The dry beans are white. **PRICE: 10c per pkt.**

Henderson's Bush (Baby Lima). Very early maturing. A fine canning variety. Moderately large plants, heavily loaded with small pods (3 by 3/4 by 1/4 in.) Three to four seeds per pod. Green beans tender and delicious. Dry beans white. **PRICE: 10c per pkt.**



Early Wonder

Beets

Beets are not only useful as a root vegetable, but the tops are the best of greens when young. Nutritious and healthful.

Detroit Dark Red (Morse's Strain). If you like the fall, round beet for canning, this is your variety. Nice dark red color. Very popular on the market. Good fresh from the garden. Small to medium tops. **PRICE: 10c per pkt.**

Early Wonder. Small tender tops. Beets somewhat flattened; purplish red in color. Deep crimson flesh, shading to a lighter color. Fine for home garden or market. **PRICE: 10c per pkt.**

Chard

Swiss Chard—Lucullus, Dark Green.

Deliciously mild, spinach-like flavor. Leaves deep green in color, grow to large size, nice and tender when cooked. The stalks can be creamed just like Asparagus; very appetizing. Ready in 9 weeks. **PRICE: 10c per pkt.**



Lucullus

Cabbage is a real necessity in your garden—it has so many uses: cold slaw, salads, cooked, sauerkraut, etc.

Broccoli

Green Sprouting, Early Strain. Compact central heads with a

minimum of laterals. Ready to use in about 10 weeks after planting out-of-doors. Very healthful. **PRICE: 10c per pkt.**



Green Sprouting
Early Strain Broccoli

Cabbage

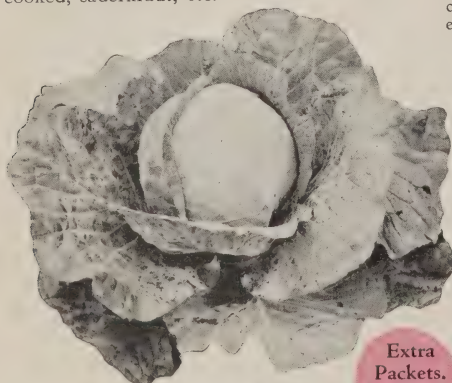
Early Jersey Wakefield. Early home and market variety. Small, compact plants; good for close planting; short stems; conical heads, about 7x5 inches. Two to two and a quarter pounds, firm. **PRICE: 10c per pkt.**

Golden Acre. Very early; round heads; excellent market and shipping variety. Small compact plants, short stems. Six in. diameter, three pounds. **PRICE: 10c per pkt.**

Marion Market. (Yellows Resistant). Child of Copenhagen Market, but plants are larger and resistant to yellows. Has the round head and crisp tenderness of Copenhagen, but matures a little later. **PRICE: 10c per pkt.**

Savoy, Chieftain. Sweet flavored late variety; 12 weeks. Crumpled leaves. Heads nearly round, about 8 inches across, firm, and of attractive green color. Outstanding quality. Dependable. **PRICE: 10c per pkt.**

Chihili. A fine, dependable Chinese cabbage; grows 18 to 20 in. tall and about 4 in. thick. Early. Heads nicely white and firm, with broad smooth leaves. Good in the market, good in the garden. Very appetizing. **PRICE: 10c per pkt.**

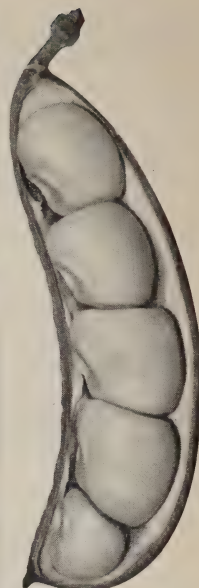


Marion Market

Extra
Packets.
See pg. 28.



Chihili



Fordhook Bush

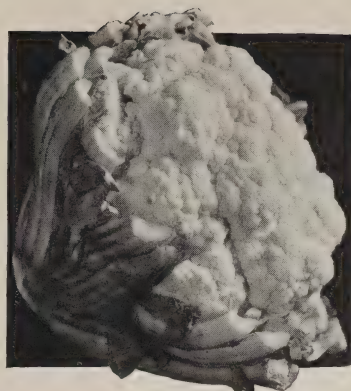


Golden Plume

Celery

GOLDEN PLUME. Like the original Golden Plume, it is early and blanches easily, but is taller and has longer stems. Also more compact and straighter. Responds better to normal care. Heavy yielder. Usually 24 to 26 inches tall, with 7- to 8-inch stems. Full hearts. **PRICE: 10c per pkt.**

UTAH or GOLDEN CRISP. An excellent fall or winter variety, pure white after blanching, crisp and tender. Also good as a green celery in the fall. Stalks solid, compact, broad and thick. **PRICE: 10c per pkt.** (See also Celeriac at right.)



Early Snowball

Cauliflower

Early Snowball. Nice solid ivory-white heads of medium height, with broad wavy leaves. Heads up well. Foliage medium green. A nice variety. **PRICE: 10c per pkt.**

Snowball. Does well most anywhere; the best variety for your main planting for fall harvest. Large, erect, full leaved plants. A good header. Top quality. **PRICE: 10c per pkt.**

Celeriac

Large Smooth Prague. Turnip-rooted variety of celery. "Turnips" 3 to 4 inches across, round, reasonably smooth, hollow stalks, dark green in color. **PRICE: 10c per pkt.**



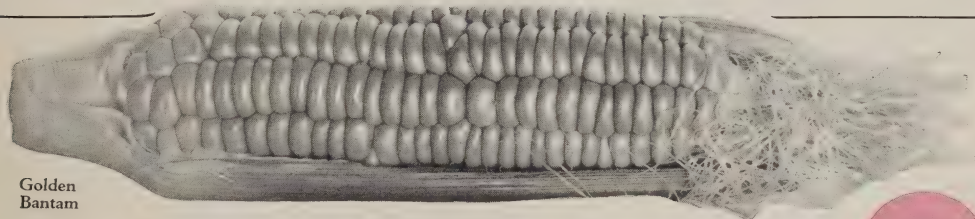
Red Cored Chantenay

Carrots

Chantenay, Red Cored. Improved Chantenay; better color, texture, and edibility than old Chantenay. Deep reddish-orange roots, 6x2½ in., nicely tapered, with reddish orange core. **PRICE: 10c per pkt.**

Danvers Half Long. This for your main crop; late; uniform. Flesh deep orange-red; roots 7x2 to 2½ inches, gradually tapering, bright orange inside, fine grain, rich flavor, sweet. Good for market or home garden; excellent for storing, excellent for the table. **PRICE: 10c per pkt.**

Nantes, Strong Top. A new strain of Nantes, with most of Nantes features. Stump-rooted. Cylindrical, almost coreless. Of excellent flavor and quality. Tops do not break easily-in pulling. **PRICE: 10c per pkt.**



Golden Bantam

Sweet Corn - Best Varieties

Umm! Isn't corn on the cob the most luscious thing you ever ate? Grow these varieties in your own garden. Corn is better when it's garden-fresh.

Golden Bantam. It will be a long time before a more popular, more delicious, and more dependable sweet corn is originated than Golden Bantam. Plants grow to 5 or 6 ft. tall, with slender, 5½ to 6½ in. ears. Each ear with exactly 8 rows of even, very plump golden kernels, of the most tempting flavor. Small cobs. Your garden is not complete without Golden Bantam sweet corn. **PRICE: 10c per pkt.**

Golden Cross Bantam. This is another popular variety, that has attained exceptionally wide popularity. Can be used for canning, market or shipping. Plants 7 to 8 ft. tall, with long 7½ to 8½ in. ears; 10 to 14 rows of beautiful yellow kernels per ear; about 2 ears per plant. **PRICE: 10c per pkt.**

Marcross. An excellent early variety. Ears have 10 to 14 rows of nice medium yellow kernels, are 6½ to 7½ in. long, and are produced on 5½ to 6 ft. plants. Seldom affected by bacterial wilt. Good for either market or home garden use. **PRICE: 10c per pkt.**

Extra
Packets.
See pg. 28.

R. M. Kellogg Co., Three Rivers, Michigan



Full Heart Batavian

Endive

Full Heart Batavian. Broad-leaved Batavian or Escarolle improved. Medium large plants; deep, compact well blanch heart. Leaves broad and infolded. Delicious flavor. **PRICE: 10c per pkt.**

Large Green Curled, Pink Ribbed. (Large Curled Pancalier). Large, late, coarsely toothed; makes a good, blanch heart late in the fall. One of the best varieties. **PRICE: 10c per pkt.**



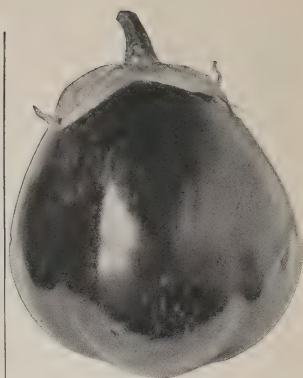
Mammoth

Dill

Mammoth (*Anethum graveolens*). Two to three ft. annual variety. Strongly aromatic and mildly pungent. **PRICE: 10c per pkt.**

Extra Packets

See page 28 for full details.



Black Beauty

Egg Plant

Black Beauty. Use them big or use them small; they are tender and good at all times. At full maturity, are very broad and large; weigh several pounds each; no spines or thorns; very productive; excellent quality; rich purplish black color. **PRICE: 10c per pkt.**

Cucumbers



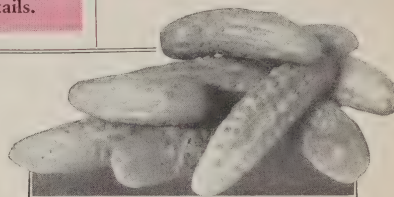
National Pickling

National Pickling. Good for pickles in all sizes, and gets up to 6 or 7 inches long and 2 inches thick. Matures 8 weeks. Rich dark green color. Early. **PRICE: 10c per pkt.**

Straight Eight. Matures 8 weeks; excellent for home or market, prolific; good shipper; fine quality. About 8 by 2½ inch table size. Dark green color, almost free from striping at ends. Nice symmetrical shape. **PRICE: 10c per pkt.**



Long Green



Chicago Pickling

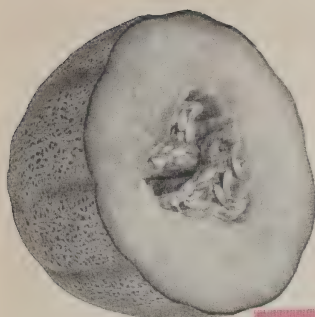
Chicago Pickling. Grows 6 to 7x2½ in. in about 8 weeks. Plant is productive and disease resistant; fruit even size and medium green in color; few warts. Excellent for pickling. **PRICE: 10c per pkt.**

Early Fortune. Pure white flesh of firm crisp texture and delicious flavor; rich dark green outside; excellent shipping variety and highly disease resistant. Mature fruit measures about 9x2½ in. Keeps color well. Excellent for home use as well as market. **PRICE: 10c per pkt.**

Long Green. Exceedingly popular in the home garden because it is so good for slicing. Rich dark green color with black spines. About 12x2½ in. Only a few seeds. **PRICE: 10c per pkt.**



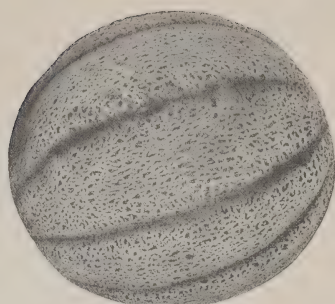
Early Fortune



Hearts of Gold



Pride of Wisconsin



Hale's Best

Extra
Packets.
See pg. 28.

Muskmelon (Cantaloupe)

HALE'S BEST. (Original). This melon is outstanding in quality, as well as being the earliest shipper. It has thick, salmon-orange flesh, sweet aromatic flavor. Heavily netted. Nice oval shape. $6\frac{1}{2} \times 5\frac{1}{2}$ inches. Good for market, good for home garden. **PRICE:** 10c per pkt.

HEARTS OF GOLD. We consider this the very best melon of all; flesh extra thick, deep salmon-orange, smooth grain, sweet, juicy. Appetizing flavor. Usually well netted, 6 to 7 inches long; almost round. **PRICE:** 10c per pkt.

HONEY ROCK (Sugar Rock). A medium size, delicious variety, with thick, deeply salmon-colored flesh, smooth and flavorful, almost round, $5\frac{1}{2}$ inches diameter. Coarse netting. Home garden or market. Very productive, very good shipper. **PRICE:** 10c per pkt.

PRIDE OF WISCONSIN. A fine, heavy, thick-meated, orange-fleshed variety. 6 to $6\frac{1}{2}$ inches across, weight 4 to 5 lbs. Vigorous productive vines. Flesh good to the rind. Small seed cavity. Everything a good cantaloupe should be. **PRICE:** 10c per pkt.



Honey Rock

Watermelon

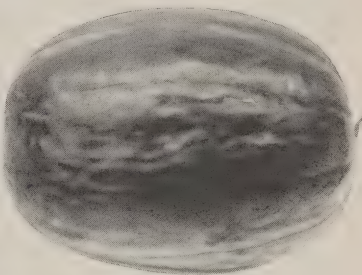
Ferry's Peerless. Attractive, and good to eat. Very early. Medium size, firm, lightly veined. Flesh, bright scarlet, white seeds. **PRICE:** 10c per pkt.

Harris' Earliest. Unusually early and good, too. In fact the best of the very earlies. Medium size, oval shape; dark green with light stripes. Bright red flesh, blackish seeds. **PRICE:** 10c per pkt.

Stone Mountain (Dixie Bell). Large, round, beautifully fleshed variety, color deep crimson, no white, no stringiness. Usually weighs about 45 lbs. each. Thin rind. Home use or local market. Dark green skin. **PRICE:** 10c per pkt.

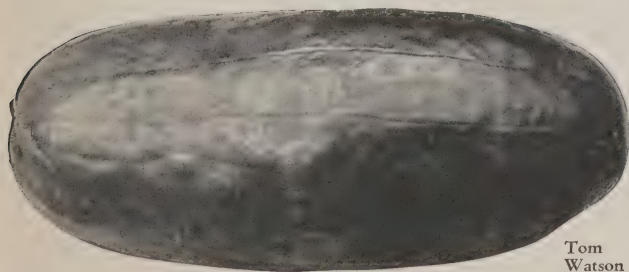
Tom Watson. Always popular and deserves it. Long shape (about 20 by 12 inches). Dark green skin; deep red flesh, firm and delicious. A good shipper. Good home variety. **PRICE:** 10c per pkt.

Wonder (Improved Kleckley's Sweet). Another long, dark green variety. (20 to 22 inches.) Appetizing deep red, sweet, luscious flesh, white seeds. Fine for home or close by market, but rind too tender for distance. **PRICE:** 10c per pkt.



Harris' Earliest

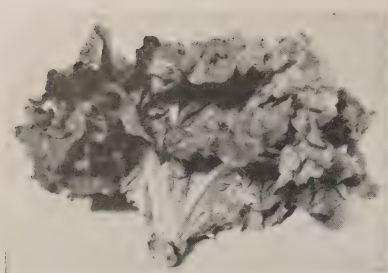
R. M. Kellogg Co.
Three Rivers, Mich.



Tom
Watson



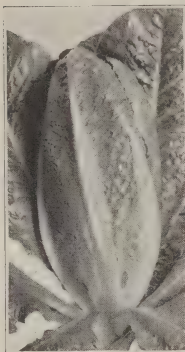
Stone Mountain



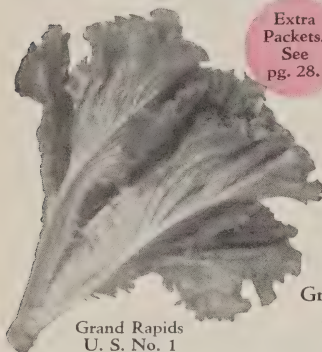
Black Seeded Simpson

Black-Seeded Simpson. An early dependable variety, nearly everywhere. Fine for either home use or market. Grows large and compact with wide frilly light green leaves, crisp, tender, and appetizing. **PRICE: 10c per pkt.**

Lettuce



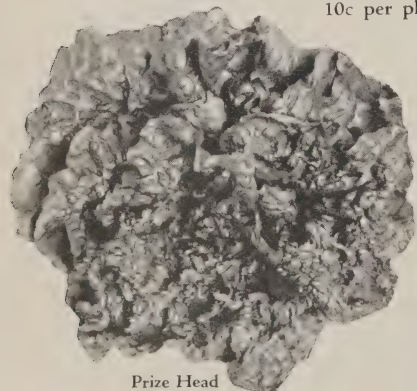
White Paris Self Folding



Grand Rapids U. S. No. 1



Early Curled Simpson



Prize Head

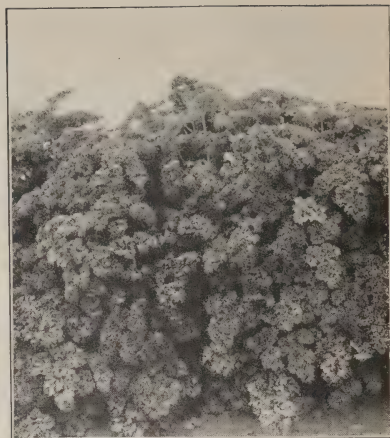
Extra
Packets.
See
pg. 28.

Early Curled Simpson (Silesia or White-Seeded Simpson). Unusually light green coloring, nicely crinkled and frilled. Gives nice tight bunches of crispy brittle leaves; very appetizing and tender. **PRICE: 10c per pkt.**

Grand Rapids U. S. No. 1. (Mildew Resistant.) An origination of the U. S. Department of Agriculture, especially bred for resistance to mildew. Very similar to Grand Rapids but possibly more heavily frilled and feather edged. Somewhat lighter in color, and not so brightly colored. Slow in going to seed, therefore valuable. **PRICE: 10c per pkt.**

Prize Head. Ready to eat quickly, early. Excellent home variety, medium large, leaves loose and broad. Crinkled and frilled. Tinged with red on outside, but green inside. Excellent eating variety. **PRICE: 10c per pkt.**

White Paris Self Folding (Trianon). Many consider this the standard for all lettuce. Grows medium large and erect, medium light green color, firm, spoon shaped, straight-edged outside leaves; inside leaves make elongated firm head; 8 to 9 inches tall. Hard crisp texture. Delicate flavor. **PRICE: 10c per pkt.**



Extra Triple Curled Parsley

Parsley

Hamburg Parsley. Not only a good ornamental variety, but has thick fleshy roots which can be used for flavoring soups, stews and other cookery. Parsley is exceedingly rich in vitamins, and you should recognize its value as an edible vegetable, as well as for its decorative purposes. **PRICE: 5c per pkt.**



Okra

Dwarf Long Pod, Green. Northerners, don't let the Southern people be the only ones to know the epicurean value of Okra. Nothing better with tomatoes, or to flavor soups. Prolific. Plants grow 2½ to 3 ft., with dark green pods, tender and fleshy. Pods 7 to 8 in. long, and about 1 in. across. **PRICE: 5c per pkt.**

Extra Triple Curled. An excellent variety either for eating or ornament. Leaves dark green, and closely curled, also finely cut. Compact, firm. Very productive and valuable variety. **PRICE: 10c per pkt.**



Southern Giant Curled

Mustard

Southern Giant Curled, Long Standing. Makes excellent greens. Has large wide bright green curly leaves. Grows upright, but yet spreads slightly. Does not go to seed quickly. **PRICE: 5c per pkt.**



Giant Musselburgh

Onions and Leeks

Giant Musselburgh Leek. A very popular leek on account of its mild sweetness. The clear white stems are long and slender; the leaves are medium green in color. **PRICE: 10c per pkt.**

Brigham Yellow Globe. A general purpose onion of fine, but firm texture. Cream-colored flesh. Deep yellow skin. Keeps exceedingly well. These onions are globe shape, very firm. Early. **PRICE: 10c per pkt.**

Sweet Spanish. A fine mild onion, excellent for eating raw, but also good cooked. Skin is light yellow, flesh is firm, crisp and white. Stands shipping and storage for a short period. Large, globe shaped. **PRICE: 10c per pkt.**



Brigham Yellow Globe

Peas

Laxton's Progress. An early Pea with large pods, 4½ in. long, with 7 to 9 large dark green peas each. Grows without support; dwarf. Good market variety. **PRICE: 10c per pkt.**

Little Marvel. Seven or eight large peas per pod, 3 in. dark green pods; dark green dwarf vines; popular for home garden or market. **PRICE: 10c per pkt.**

Thomas Laxton. A sure cropper of early, finest flavored peas, 6 to 8 large ones to a pod. Pod 3½ in. long, larger podded varieties. **PRICE: 10c per pkt.**

Giant Stride. Good shipper; large 5 to 5½ in. pods of dark green. Plump and flavorful. Vigorous grower. Vines 2½ ft. tall. Good shipper. **PRICE: 10c per pkt.**

Telephone, Dark Podded. Nice medium green 4 to 4½ in. pods, plump and straight. Vines about 4 ft. tall. One of the best for home or market; also good canner. Good for drying. **PRICE: 10c per pkt.**



Laxton's Progress

Peppers

Hungarian Yellow Wax. Excellent if you like things hot. Very early. Adapted to home market and canning. Small productive plants; pods 6 to 7 inches long by 2 inches thick. Light waxy yellow color, turns bright red. Quite pungent. **PRICE: 10c per pkt.**

Large Bell or Bull Nose. The earliest of its type; combines hotness and sweetness, ribs being pungent while the rest is mild. Fruit square shaped, medium size, deep green at first, scarlet when ripe. **PRICE: 10c per pkt.**

Extra Packets — See pg. 28.

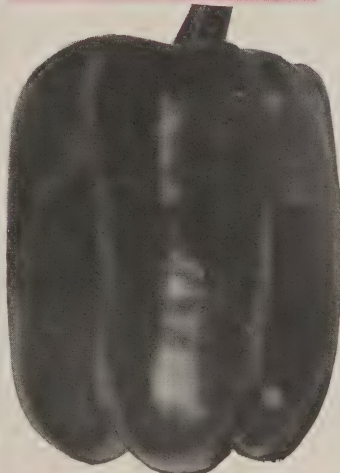


Hungarian Yellow Wax

Long Red Cayenne. Another hot pepper for spicing pickles and other canned goods, and for drying. Large prolific plants, five-inch slender pods; deep green, then fiery red. **PRICE: 10c per pkt.**

World Beater. An early sweet pepper, oblong in shape, about 5 by 3½ inches in size. Deep green but turns bright red later. Flesh thick. **PRICE: 10c per pkt.**

Oakview Wonder. A rather square shaped, smooth variety. Very mild and sweet. Excellent for either shipping or home garden. Early. **PRICE: 10c per pkt.**



Oakview Wonder

Parsnips

Smooth White Parsnip. The whitest of all parsnips; retains the whiteness out of ground. Hardy; good keeper. Roots are smooth, and have attractive shape. Excellent flavor. Parsnips are an excellent winter food, and should be in every garden. **PRICE: 10c per pkt.**



Smooth White

R. M. KELLOGG CO.
Three Rivers, Mich.



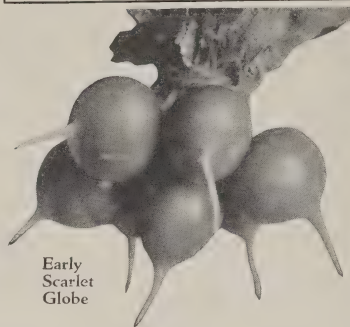
Icicle



Scarlet Turnip, White Tipped

Radishes

Here are the best varieties of radishes. All appetizing and attractive. Belong in every garden.



Early Scarlet Globe

Early Scarlet Globe (Short top). One of the earliest. Good out-of-doors, good pusher. Slightly oval shape, bright scarlet color, white flesh. Crisp and snappy. **PRICE: 5c per pkt.**

Comet. One of the finest of radishes for eating, crisp and appetizing. Almost perfectly round, bright scarlet color. Ready in about 4 weeks after planting. **PRICE: 5c per pkt.**

Icicle. Here is the most popular of all white radishes. Early. Good and mild until quite large. White clear through. Pleasingly brittle and snappy. **PRICE: 5c per pkt.**

Scarlet Turnip, White Tipped. Turnip shape, as indicated by name, almost globular. Color, bright scarlet, white tip. Nice and crisp. Good until quite large. **PRICE: 5c per pkt.**

FREE!

of Extra Charge

With each five ten-cent packets of seed that you order you may select another 10-cent packet free. Two five-cent packets equal one ten-cent packet. This offer applies to all orders made up from pages 22 to 30 inclusive. It also includes string beans, page 21.

Pumpkin

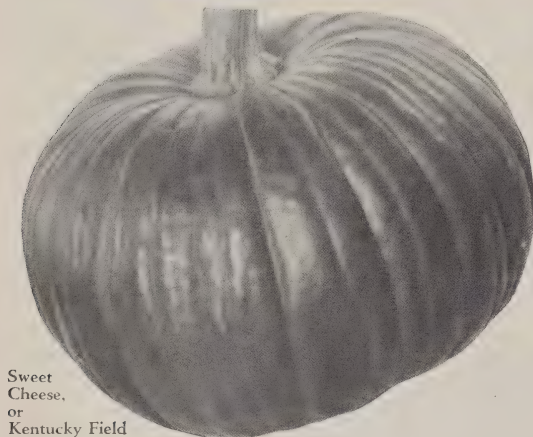
Pumpkins are particularly valuable, because they can be stored for winter use.

Large Yellow or Connecticut Field. A good all-purpose pumpkin; canning, prize or animal feed. Quite large, about 10x12 in., and about 20 lbs weight. Smooth skin, deep orange-yellow color; thin shell, thick sweet deep yellow flesh. **PRICE: 10c per pkt.**

Pie or Winter Luxury. This round, almost spherical pumpkin is popular for both home and market. Gets 7 to 8 in. across, weight 6 to 8 lbs. Color outside, light orange; inside you will find yellow firm thick flesh. Thin rind. **PRICE: 10c per pkt.**

Sugar or New England Pie. This is the pumpkin for pies. It has thick, orange-yellow, well-flavored flesh. Somewhat flattened in shape, gets 8 to 9 in. across. Skin outside smooth and rich reddish-orange color. Good for home, or market. Good shipper. **PRICE: 10c per pkt.**

Sweet Cheese or Kentucky Field. Good for canning or stock feed. It produces heavily of very large flattened pumpkins, a foot or more across and half as thick. Has very thick flesh of deep salmon color. Outside buff colored. **PRICE: 10c per pkt.**



Sweet Cheese, or Kentucky Field



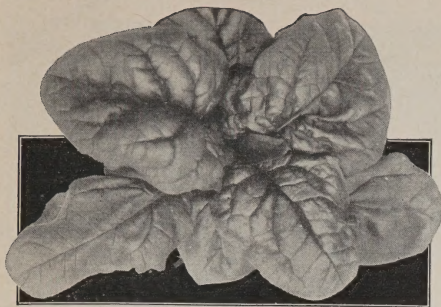
Large Yellow



Pie or Winter Luxury



Sugar or New England Pie



Giant Thick-Leaved

Spinach

Giant Thick Leaved (Nobel) (Round Seeded). One of the very best varieties for canning, but also excellent for home and market garden. Produces enormously, of smooth, deep green, large, thick, arrow-shaped leaves. Nutritious and appetizing. You will like it. **PRICE: 10c per pkt.**



Long Standing
Bloomsdale

Long Standing Bloomsdale (Round Seeded). Excellent for either home or market. Has wonderful long-standing quality. Similar to Savoy Leaved or Bloomsdale, but somewhat later, and grows more compactly. Also a little darker green, and delays its flower stalks 10 to 15 days later. **PRICE: 10c per pkt.**

**For Fine, High Quality Planting Stock, Send Your Order to
R. M. KELLOGG CO., THREE RIVERS, MICHIGAN**

Squash

Don't forget—for every 5 ten-cent packets that you order of any garden seed, you may select an extra ten-cent packet free. Two five-cent packets equal one ten-cent packet. You also gain the advantage of the offer on page 31 if your total order from this catalog amounts to \$5.00 or more.

Delicious. You will find the very thick, bright yellow, fine grained dry flesh of this excellent winter squash very pleasing. It has no fiber. Wide top-shaped, 6 to 9 inches long, very dark green and smooth outside. Thin hard rind. Thick meat. **PRICE: 10c per pkt.**

Hubbard. This variety has been exceedingly popular for years. You will like its thick, rich orange-yellow, fine grained and dry flesh. Good for storing. Large (8 to 11 inches), globular, blackish bronze green color. Strong hard durable rind. **PRICE: 10c per pkt.**

Table Queen (Des Moines). A sweet, dry-baking, thin-shelled variety, and not too large (about 5½ in. by 4 in.) evenly ridged. Good for home garden or shipping. **PRICE: 10c per pkt.**

**Extra Packets FREE
of Extra Charge.
See page 28.**

**Mammoth
Sandwich Island**

Oyster Plant

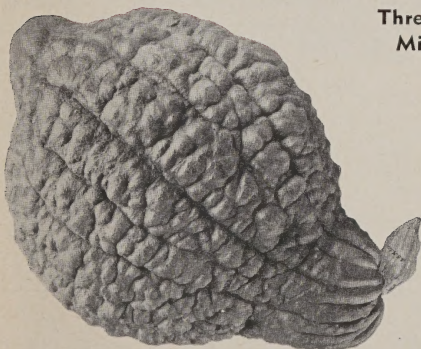
MAMMOTH SANDWICH ISLAND—SALSIFY. Makes excellent "Oyster" soup or scalloped "oysters." It is hard to tell the difference. This variety is excellent for home or market, including shipping. Long white roots. **PRICE: 10c per pkt.**

Summer Squash

EARLY PROLIFIC STRAIGHTNECK (Summer Variety). The best summer variety. Can be used from about 4 inches long to over a foot long. Best quality. Compact, bushy plant; can be planted closely. Grows straight and smooth. Creamy in color. **PRICE: 10c per pkt.**

While we are talking about squash, let's squash the Axis. Buy War Bonds—The best investment of today.

**R. M. KELLOGG CO.
Three Rivers,
Michigan**



Hubbard

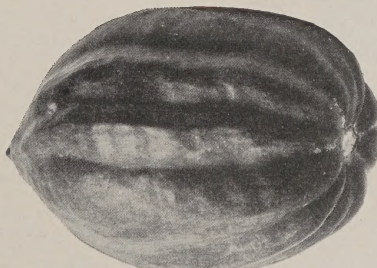
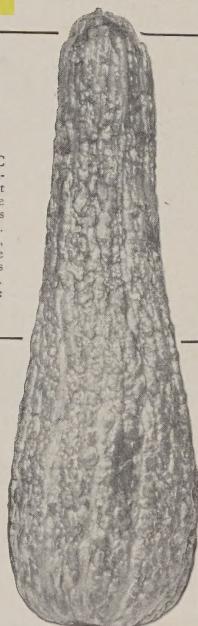
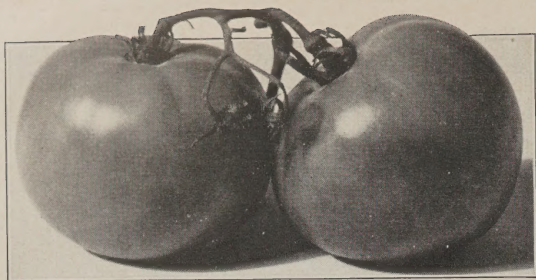


Table Queen (Des Moines)



Early Prolific Straightneck



Bonny Best



Rutgers



Pritchard

Tomatoes

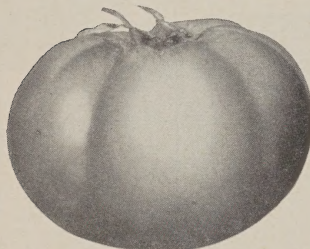
Bonny Best. You will be tempted by this brightly colored, scarlet-red tomato. It is medium large and somewhat flattened. Firm and smooth. Good shipper, good canner, good all-purpose variety. Best in the northern States. **PRICE: 10c per pkt.**

Marglobe. One of the best general purpose tomatoes. Excellent for home gardens. Definitely disease resistant. Plants heavily productive and long bearing. Fruits uniformly deep scarlet, large, globe-shaped, smooth, and solid. Superb quality. **PRICE: 10c per pkt.**

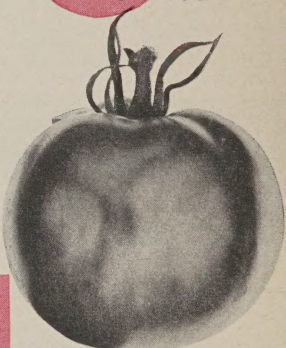
Ponderosa. (Beefsteak.) This tomato is noted for its extra large size. Has been known to weigh nearly a pound. Shape somewhat flattened. Very fleshy; few seeds; mild flavor. Color, deep purplish pink. Excellent for home use. **PRICE: 10c per pkt.**

Pritchard. (Scarlet Topper.) Another good all-purpose variety; shipping, canning, home use, market. Large globular well-colored, scarlet fruit, firm and well flavored. Very productive. Resistant to wilt. **PRICE: 10c per pkt.**

Rutgers. Recently developed by the New Jersey Agricultural Experiment Station. Fruits medium to large, slightly flattened globe shape, bright red in color. Lots of meat and few seeds. **PRICE: 10c per pkt.**



Ponderosa



Marglobe

DON'T FORGET—

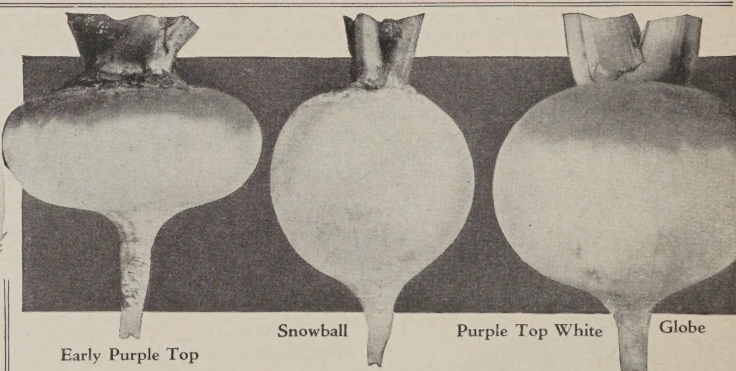
You get an extra 10-cent packet with each five 10-cent packets ordered. See offer above.

Free!

One 10-cent packet with each five 10-cent packets ordered. Two 5's equal one 10. Offer applies to pages 22-30 inclusive. Also string beans, page 21.



American Purple Top



Early Purple Top

Snowball

Purple Top White

Globe

Turnips

Snowball. A white fleshed, sweet and mild variety. Skin also white. Round shaped, smooth. Tops small and erect. **PRICE: 5c per pkt.**

Amber Globe. Mostly grown for stock feeding, but good for other purposes, too. Large 5 to 6 inch globular roots, smooth and yellow but a little green at the top. Pale yellowish flesh. Sweet, tender, fine grained. **PRICE: 5c per pkt.**

Early Purple Top, Strap Leaved. Clear white, fine grained, mildly flavored flesh. Flat roots, often 5 inches across by 2 to 3 inches thick. Purplish above and white below. Good for home or market. **PRICE: 5c per pkt.**

Purple Top White Globe. Good for home, market, shipping, storing. Mildly flavored, crisp, firm white flesh. Good raw or cooked. Grows very large; 6 inches across. Nearly round. Bright purplish above, creamy white below. **PRICE: 5c per pkt.**

Rutabaga

American Purple Top or Improved Long Island. Deliciously sweet, yellow flesh, fine grained and appetizing. Grows large and globular in shape. Outside color, light yellow below ground, purplish red above. Good for market, storage, and shipping. **PRICE: 5c per pkt.**

R. M. Kellogg Co., Three Rivers, Mich.

Free! Extra Plants with your order

Don't overlook these extra values. You make your own choice of plants—all stock guaranteed.

\$1⁰⁰ Value FREE
With a \$5.00 Order

\$2⁰⁰ Value FREE
With a \$9.00 Order

\$3⁰⁰ Value FREE
With a \$13.00 Order

\$4⁰⁰ Value FREE
With a \$17.00 Order

If your order lacks only a few cents of \$5.00, increase it and get your free value.

And . . . beginning with an order amounting to \$20.00, you may select a \$1.00 value free with each \$4.00 cash value that you order. All plants and bulbs you select are covered by our guaranty. They are the same high grade stock for which you would pay cash.

GUARANTY

We guarantee stock to be just as represented or orders refilled free; we further warrant all stock to be carefully packed and shipped in good growing condition, and if this stock is properly and carefully planted, watered, and cared for, it will grow and give satisfactory results.

We cannot guarantee continuous growth since this depends upon the care you give the plants and also upon your local conditions. However, where failure of plants to grow is due to arrival in poor condition, we will replace the unsatisfactory plants without charge, providing reports are received prior to June 10th. (See paragraph at right.)

No refills will be made for failure of plants after June 10th unless a preliminary report is received prior to that date.

It is mutually agreed that in any event we will not be liable for more than the purchase price of the stock.

IMPORTANT—Our guaranty applies only in states whose inspection laws allow plants to go direct from us to customer. We can guarantee our own packing only, hence for states that stop plants for inspection, we agree only to deliver plants in good growing condition to Post Office or transportation company, and thereupon our responsibility ceases. Specifically these states are: Washington, Oregon, California, Arizona, District of Columbia, and Minnesota.

How to Order. Send money by check, money order, or registered letter. Unregistered currency sent at your own risk. Add five cents exchange on personal checks.

No C.O.D. Shipments or Open Accounts. Please send cash with order.

Shipping Charges to be paid by you when shipment is received. On express shipments you pay upon delivery; on parcel

post shipments you remit postage to us after shipment is completed.

How Far is Your Express Office? If there is no express office in your town, give name of nearest office and distance from you, on order blank. If distance is great, we will ship parcel post.

If a federal sales tax law should be passed, please add the tax to your remittance.

R. M. Kellogg Co., Three Rivers, Mich.

Kellogg's

American Home

STRAWBERRY GARDEN

Here's a way to get a fine new recreation in these days of care, with a new and better delight for your table.

Recently we wrote several hundred letters to Kellogg customers, asking their help in constructing the best strawberry garden for the average American home. We received many fine replies, and we now believe we are offering you the ideal garden.

Don't you think that you should have a Kellogg Strawberry Garden? It will bring you health and profit, in addition to nice fresh berries.

300 PLANTS \$3.75

150 Kellogg's Premier (Early)	\$1.98
50 Kellogg's Beauty (Medium Late)80
50 Kellogg's Big Late (Late)80
50 Kellogg's Gem (EVERBEARER)	1.18

Total Value\$4.76
Special Price, Only \$3.75.

This is the garden that was designed by Kellogg customers. Hundreds of them were consulted, and we received much fine advice. Why wouldn't it be the ideal American Home Garden?

The letters from you customers showed us that the ideal American Home Garden should consist of about 300 plants with only enough everbearers for table use in the fall, and that the June varieties should provide berries for all home uses, plus a profit. Above is the garden.

Everyone Needs a Strawberry Garden

"There should be a strawberry garden in every back yard. No crop will yield greater returns for the money and time invested. Strawberries are the ideal fruit, and the surplus can be disposed of at a handsome profit," says Fred E. Dennis, Ohio. We add only one thought to this—the healthful and recreational value of a strawberry garden. In these days when cares and worries beset you, you need this fine, outdoor avocation.



R. M. KELLOGG COMPANY, Three Rivers, Michigan